

**Travel Montana - Department of Commerce  
Special Events Grant Program (SEGP)**

**Application Cover Page 2009**

**Applicant Information**

Applicant Organization: \_\_\_\_\_

Project Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ 9-Digit Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Non-Profit Federal ID Number: \_\_\_\_\_

(Copy of official nonprofit certification must be sent with completed SEGP Application)

**Event Information**

Event Title: \_\_\_\_\_

Location of Event: City \_\_\_\_\_ County: \_\_\_\_\_

Event Tier (see page 3 of Overview): \_\_\_\_\_

Date of Event: \_\_\_\_\_

Estimated Total Project Cost: \$ \_\_\_\_\_

SEGP Marketing & Promotion Grant Amount Requested: \$ \_\_\_\_\_

# Travel Montana -Department of Commerce

## Special Events Grant Program (SEGP)

### Application - 2009

Each of the following Grant Application Information Sections, numbered I through VIII, must be addressed on no more than one (1) sheet of paper (single spaced, 12-point type) and attached to the Cover Page. Applications must be postmarked by December 12, 2008. Late or incomplete applications will not be accepted.

<b>SECTION I</b> Project Summary (30 Points)	<p><b>A)</b> Describe the event in detail and specify how the event will comply with the purpose of the SEGP by creating and sustaining economic development in Montana. Make sure you address the following:</p> <ul style="list-style-type: none"> <li>Where (town) and when (dates) the event will take place</li> <li>Partner organizations involved in conducting the event</li> <li>Expected attendance</li> <li>Percentage of attendees expected from outside a 100-mile radius of the event location (if answer is based on research, provide source of information).</li> <li>Percentage of attendees expected to stay at least one night in a local hotel, motel, B&amp;B, private campground or other paid accommodation (if answer is based on research, provide source of information).</li> </ul>																																	
<b>SECTION II</b> Event Timeline (10 Points)	<p><b>A)</b> Provide project planning and operational timelines.</p> <p><b>Example Timeline</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="3"><b><i>Planning</i></b></td> </tr> <tr> <td style="width: 33%;">May 2008</td> <td style="width: 33%;">Day after Event, evaluate and begin planning for next year</td> <td style="width: 33%;">Applicant and Partners</td> </tr> <tr> <td>September 2008</td> <td>Begin committee meetings</td> <td>Applicant and Partners</td> </tr> <tr> <td>January 2009</td> <td>Begin fund raising</td> <td>Applicant</td> </tr> <tr> <td colspan="3"><b><i>Promotion</i></b></td> </tr> <tr> <td>April 2009</td> <td>Run ads in local and regional media</td> <td>Applicant</td> </tr> <tr> <td>May 2009</td> <td>Schedule featured interviews with local media</td> <td>Applicant</td> </tr> <tr> <td colspan="3"><b><i>Implementation</i></b></td> </tr> <tr> <td>January 2009</td> <td>Implement marketing plan</td> <td>Applicant</td> </tr> <tr> <td>March – April 2009</td> <td>Finalize and implement committee recommendations</td> <td>Applicant and Partners</td> </tr> <tr> <td>May 2009</td> <td>Event begins</td> <td></td> </tr> </table>	<b><i>Planning</i></b>			May 2008	Day after Event, evaluate and begin planning for next year	Applicant and Partners	September 2008	Begin committee meetings	Applicant and Partners	January 2009	Begin fund raising	Applicant	<b><i>Promotion</i></b>			April 2009	Run ads in local and regional media	Applicant	May 2009	Schedule featured interviews with local media	Applicant	<b><i>Implementation</i></b>			January 2009	Implement marketing plan	Applicant	March – April 2009	Finalize and implement committee recommendations	Applicant and Partners	May 2009	Event begins	
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<p><b>SECTION III</b> Project Administration (10 Points)</p>	<p>Provide a brief history of the applicant organization. Include information about the organization's membership and experience conducting similar events. Include information regarding the similar event's budget, attendance and the economic impact on the area (include the source of the economic impact information).</p>
<p><b>SECTION IV</b> Project Social &amp; Economic Benefits (15 Points)</p>	<p>What do you expect the economic and social benefits of the event to be for the community and surrounding area?</p>
<p><b>SECTION V</b> Project Advertising &amp; Promotion (50 Points)</p>	<p>SEGP funding must be used to advertise and promote an event to target audiences outside a 100-mile radius of the event site. Advertising and promotion are best carried out by implementing a marketing plan and the plan usually includes:</p> <ul style="list-style-type: none"> <li>• What target markets you want to reach</li> <li>• What features and benefits you want to convey to them</li> <li>• How you will convey it to them (this is often called your advertising campaign)</li> <li>• Who is responsible to carry out the various activities in the plan</li> <li>• How much money is budgeted for this effort</li> </ul> <p>A) Describe how the event will be promoted or advertised to visitors or participants from outside a 100-mile radius of the event site</p> <p>B) Describe the media coverage (print, broadcast and electronic) you will solicit or have secured for the event</p>
<p><b>SECTION VI</b> Budget (50 Points)</p>	<p>A) SEGP funding can only be used for advertising and promotion so please provide a detailed advertising and promotion budget for the event. Identify expenditures that will be paid in full or in part with SEGP funds and those that will be paid in full or in part with the applicant organization's matching funds (example below).</p> <p>B) Provide a detailed total operational budget for the event. Identify and estimate income that will be generated through ticket sales, concession sales, booth rentals, registration fees, etc. If it is a new event, base projections on similar events or income estimates established by the event applicant. If it is an established event, base income projections on past event's financial profile (example below).</p> <p>C) Provide a summary of how profits will be reinvested in subsequent years of the event and which organization will be financially responsible for event profits.</p>

<b>A) EXAMPLE Detailed Advertising &amp; Promotion Budget</b>	Local Match	SEGP Funds	Total
<i>Expenditures</i>			
Design			
Print			
Broadcast			
Electronic			
Production			
Print			
Broadcast			
Electronic			
Printing			
Media Placement			
<b>Total Advertising &amp; Promotion Expenditures</b>	*	*	*

<b>B) EXAMPLE Detailed Total Operational Budget</b>	Local Match	SEGP Funds	Total
<i>Expenditures</i>			
Wages & Salaries			
Space Rental			
Equipment Rentals			
Consumable Supplies (food & beverages)			
Merchandise			
Contracted Services (entertainment, security, etc.)			
Travel			
Prizes / Awards			
Other (Identify)			
Advertising & Promotion ( * total from above)	*	*	*
<b>Total Expenditures</b>			
<i>Revenue</i>			
Admission Fees			
Rentals to Vendors			
Merchandise Sales			
Food & Beverage (net profit)			
<i>Other Revenue</i>			
Applicant Cash			
Sponsorship / Event Partner			
Grants (include requested SEGP funding)			
Donations			
<b>Total Revenues</b>			
<b>C) Projected Surplus</b>			

**SECTION VII**  
Financial  
Commitment  
(15 Points)

*Example*

List all sources of matching funds committed by the applicant organization.

<i><b>Source</b></i>	<i><b>Hard Match</b></i>
Sponsor	
Name	\$5,000
Name	\$5,000
Name	\$5,000
Applicant's Match	\$5,000
Event Partners' Match	
Name	\$1,000
Name	\$500
Name	\$1,500
<b>Total</b>	<b>\$23,000</b>

**SECTION VIII**  
Project  
Outcome  
Indicators  
(20 Points)

You are requesting an investment of state Accommodation Tax Dollars along with the investment of local resources. In order to know if this investment achieves its purpose, we need to know what indicators your organization will use to determine whether your event is successful.

Below is a list of potential result or outcome indicators. Choose the indicator(s) that are most descriptive of the results or outcomes you will be using to determine the success of your event. You must choose at least one. For each result or outcome, identify a quantifiable goal your organization hopes to achieve (i.e., number of attendees, inquiries, jobs or businesses created, jobs or businesses maintained, dollars spent by attendees, etc.).

*Marketing Efforts*

- Number of impressions, circulation figures or audience numbers and estimated dollar value of the television, print or other major media coverage resulting from the event

*Inquiries*

- Number of responses and inquiries resulting from advertising and promotional activities
- Number of responses and inquiries based on website visits

*Economic Impact*

- Economic impact from direct purchases of services in event community
- Number of jobs created
- Number of businesses supported
- Return on investment

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*Partnerships*

- Number and listing of all partners and their contributions and collaborative efforts

*Attendance*

- Number of attendees/participants to the event
- Number of attendees/participants from outside a 100-mile radius of the event
- Number of first-time versus repeat visitors

*New Developments*

- Number and description of new business relationships and alliances established
- Number and description of new products and alliances developed and marketed

*Other*

- If adding an outcome category, provide a brief description of the outcome and the target goal the applicant organization will use to evaluate the event
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# Certification

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Special Events Grant Program (SEGP).

I understand that no funds will be awarded to a project that is completed prior to written approval notification by the Travel Montana, of the Montana Department of Commerce.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements, which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the governing body of the applicant has duly authorized the documentation.

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Signature (required)

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Name (printed)

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Title

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Date